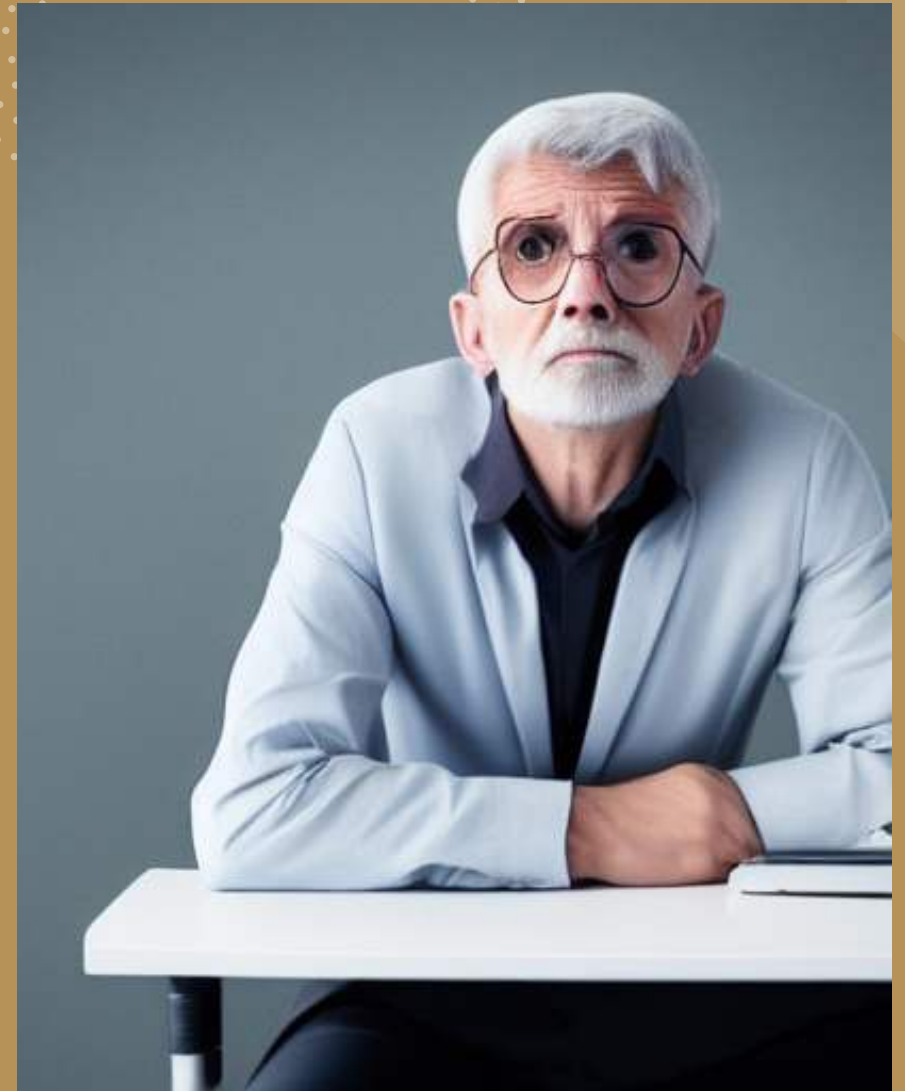


PowerUp Academy Website and Tools

CloWillaerts.com

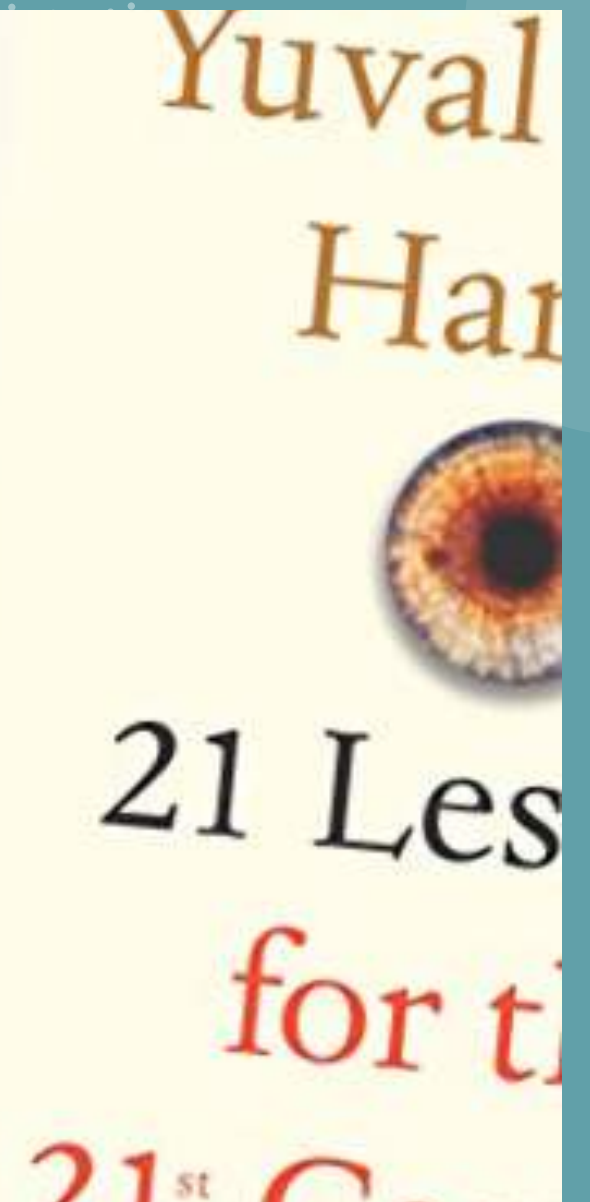
Wednesday, 26 Apr 2024

10:00 – 12:00

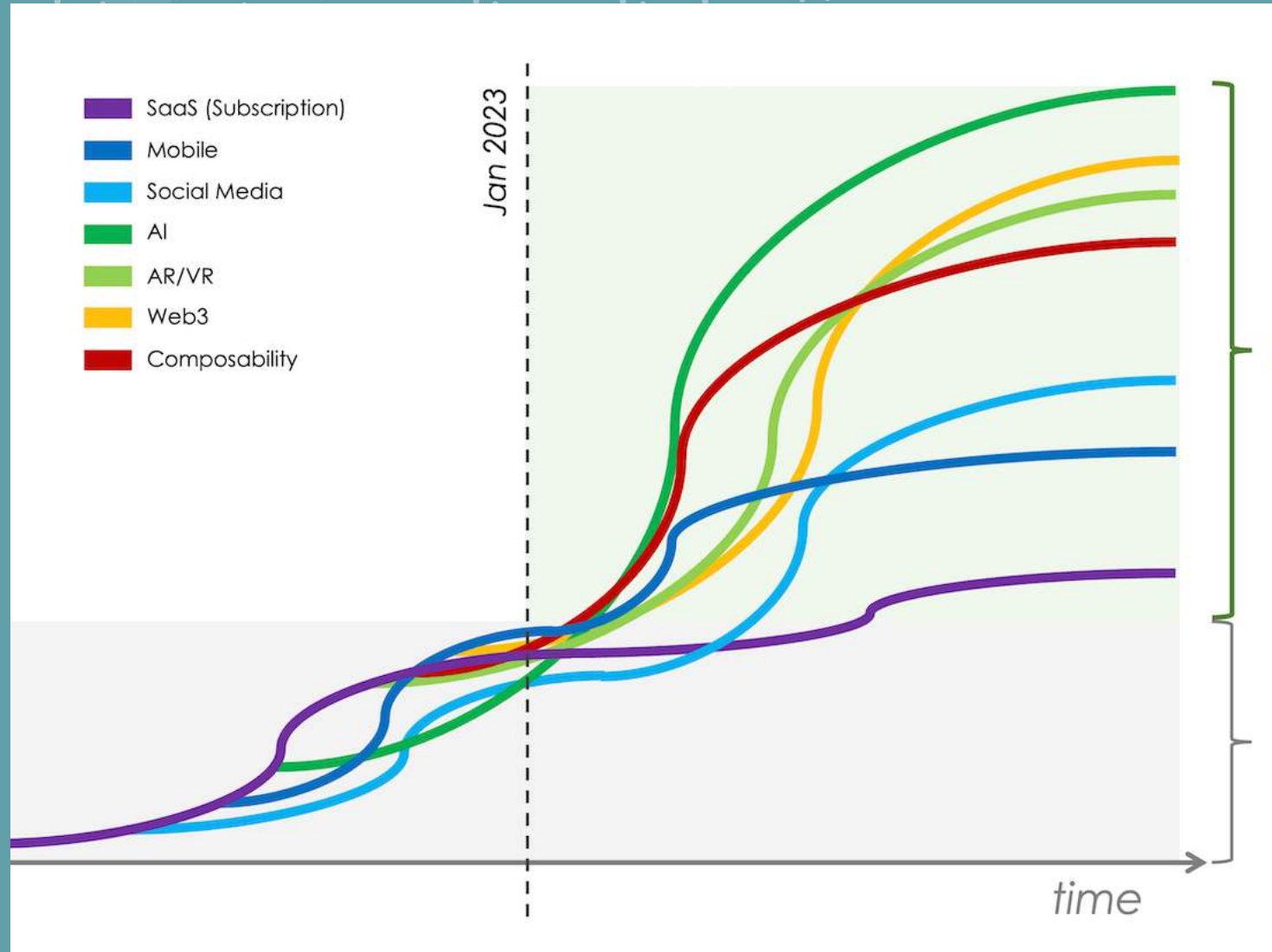


Humans were always far better at inventing tools than using them wisely.

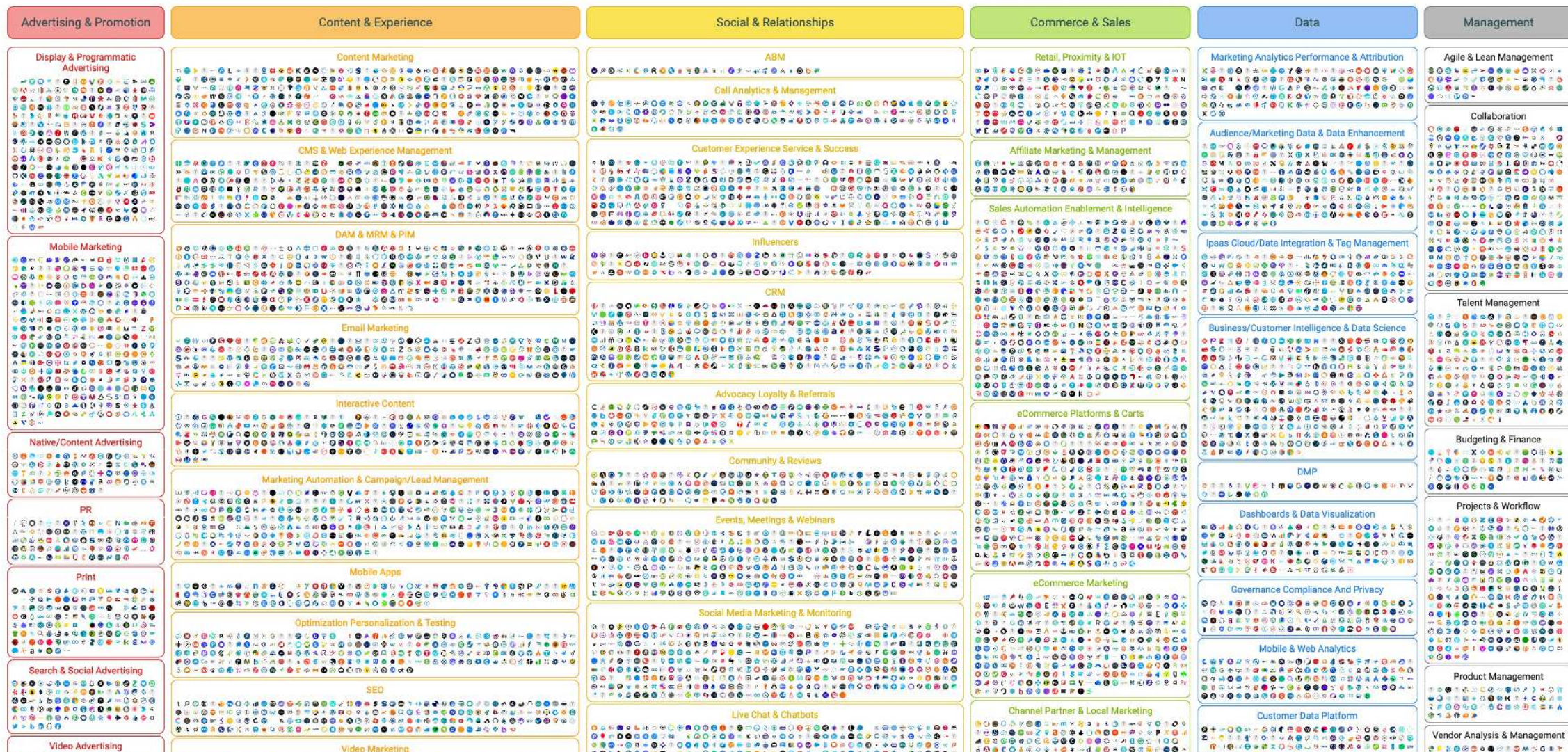
21 Lessons for the 21st Century
Yuval Noah Harari



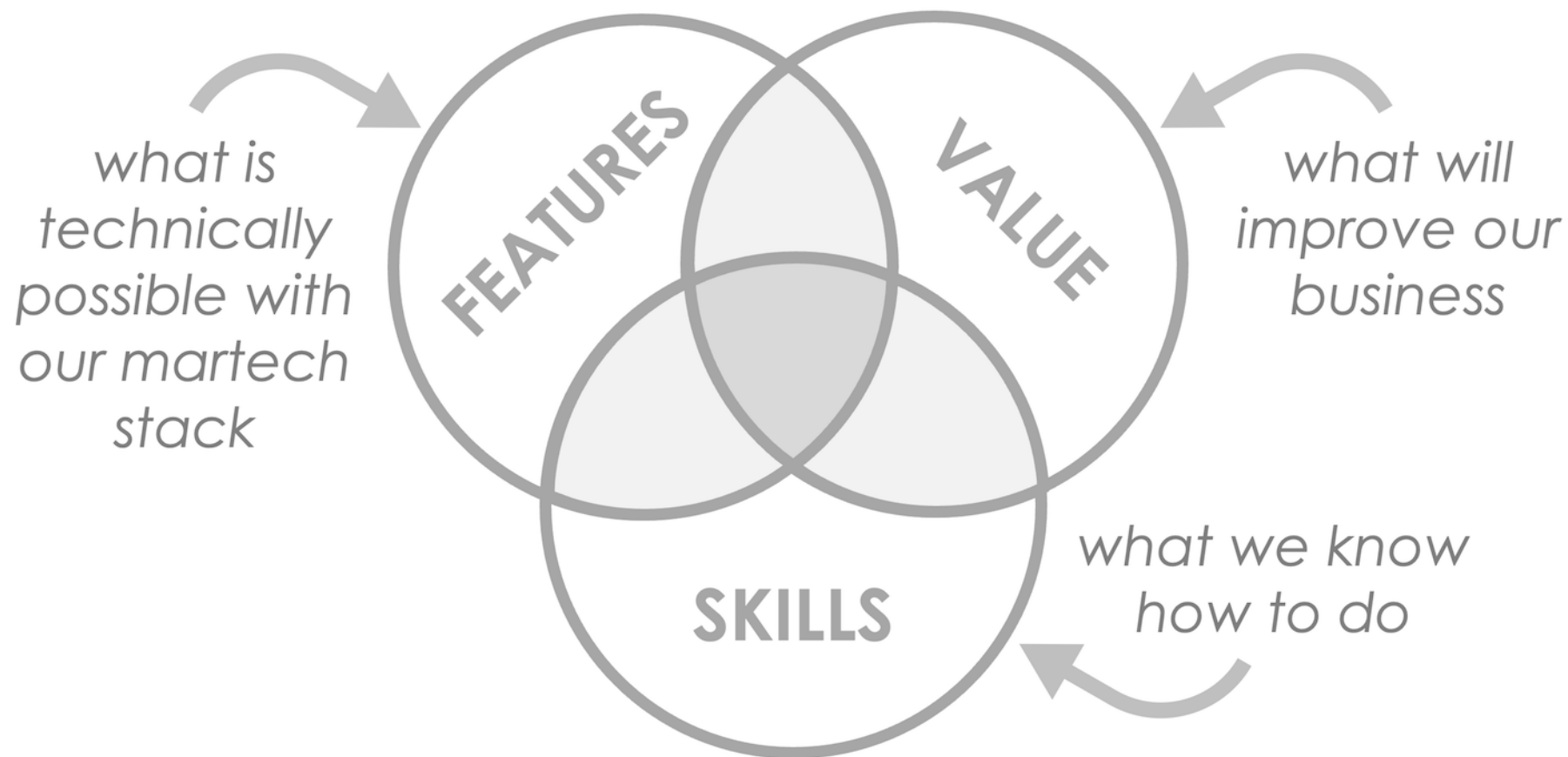
2023 will be a chaotic year for martech, yet the start of a massive wave of growth
[Scott Brinker]







chiefmartec.com Scott Brinker



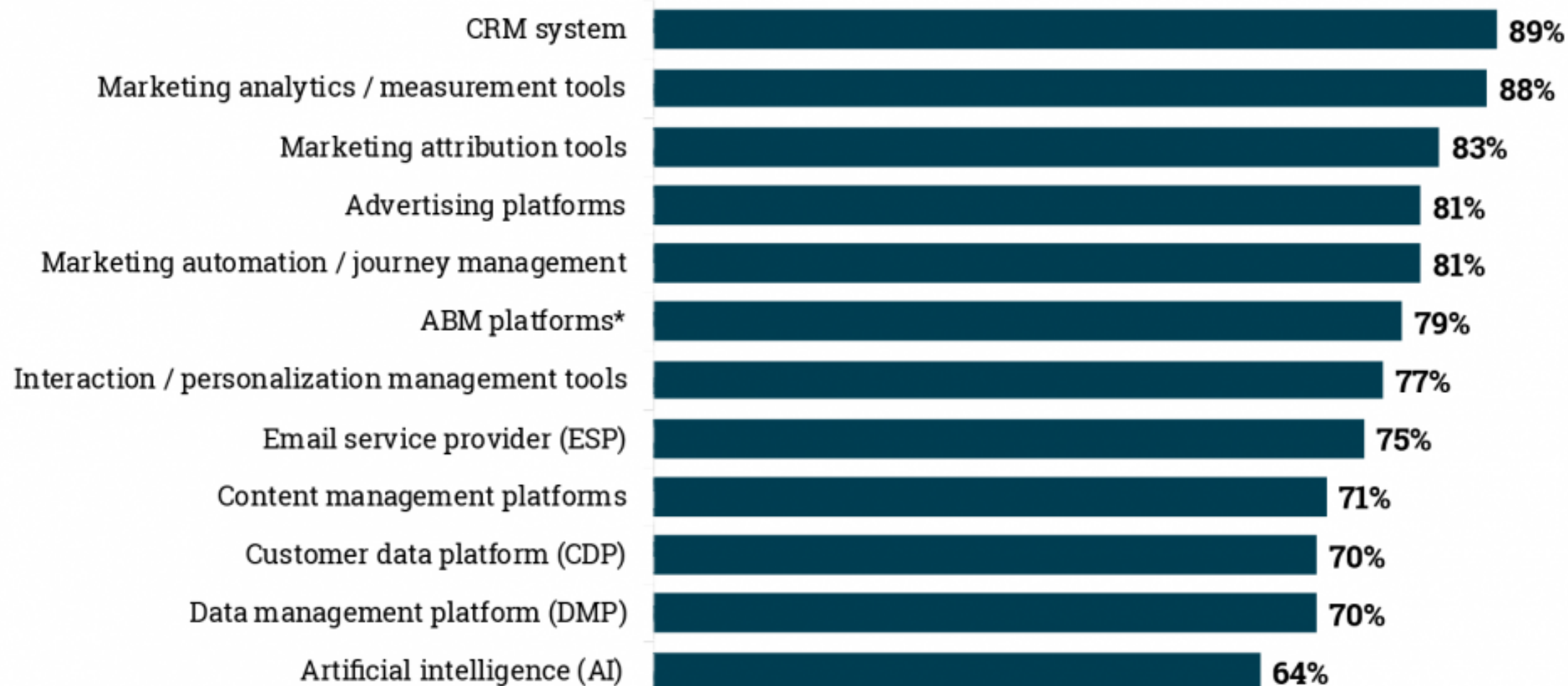
Your customer data is precious, so you do not want it stored all over the place in all sorts of formats. As marketing, sales, customer service, and many other activities in your company would benefit from access to some kind of Mother of All Customer Databases, be sure to choose a trustworthy CRM system.

Digital Marketing Like a PRO

Clo Willaerts



Technologies in Marketers' Toolkit



Published on MarketingCharts.com in September 2021 | Data Source: Salesforce

As your business changes, so will your CRM system. Regularly review its functionality from a process, user and technical perspective. Don't forget to update your documentation, processes and procedures to reflect changes when you alter, update or change your CRM system.

Digital Marketing Like a PRO

Clo Willaerts



A good CRM
system is the
powerhouse of
your
organisation!



Popular CRM systems

- Zoho CRM. Zoho CRM caters to sales teams with capabilities like sales enablement, performance management, automation, lead and contact management, and team collaboration.
- Teamleader
- Salesforce Sales Cloud.
- HubSpot Sales.
- Dynamics 365 for Sales.
- SAP Sales Cloud.

CRM



Content marketing tools



Creating



the ubiquitous tool that is the smartphone, which seems to have become like the hammer was to our ancestors—the default tool for any task.

Future Tech: How to Capture Value f...

Trond Arne Undheim



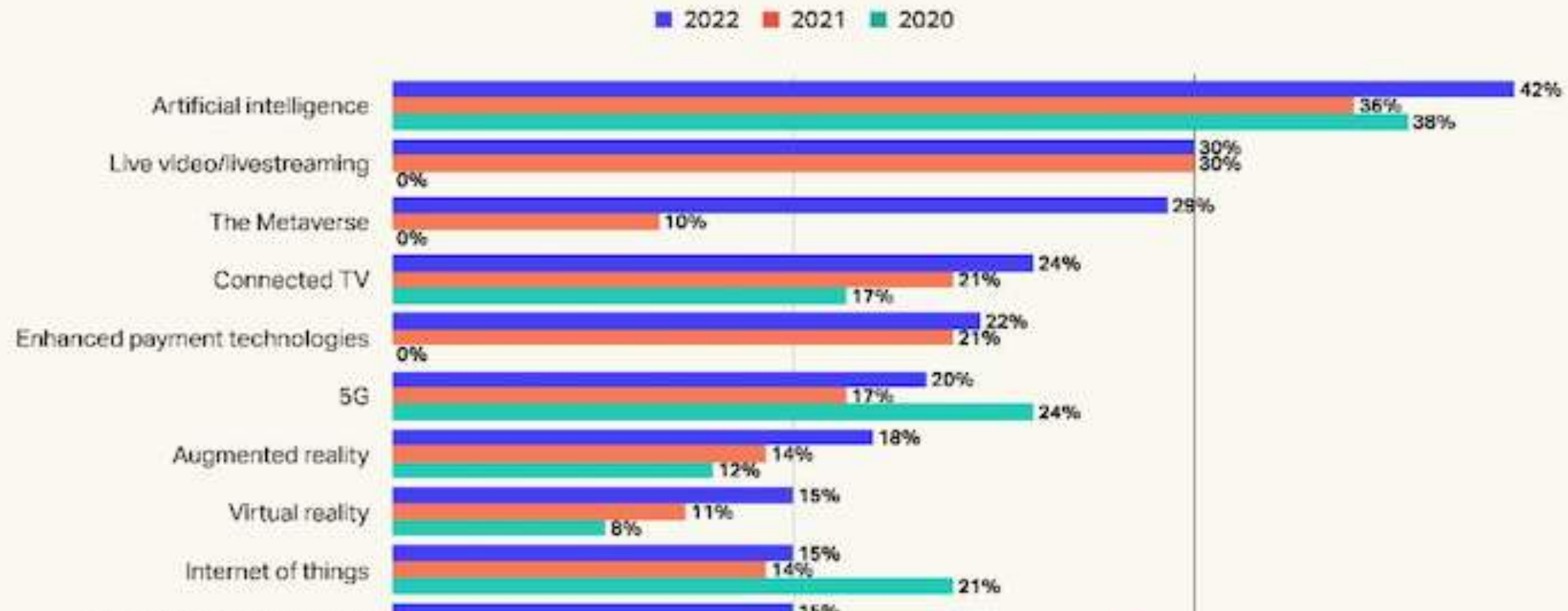
Example:
Dream app
by Wombo

dream

Create artwork with AI



Which of the following emerging technologies do you expect to be most important to you next year?



Content Writing Tools



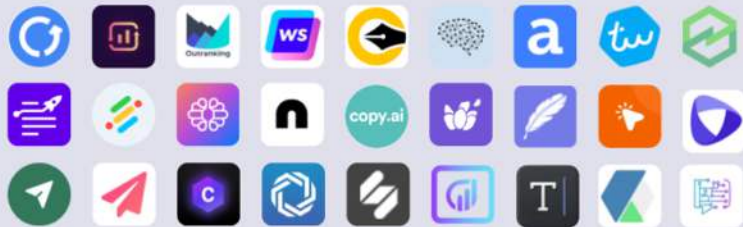
- Google Docs
- Trello
- EverNote
- Notion
- [Grammarly](#)
- deep1.com/translator
- Hemmingway Editor
- BuzzSumo
- WordCounter
- Focus Writer
- [Title Case Converter](#)
- [CoSchedule's Headline Analyzer](#)
- [ChatGPT](#)
- [Bing Co-Pilot](#)

Linguistic Creativity

All-Purpose Text Generation



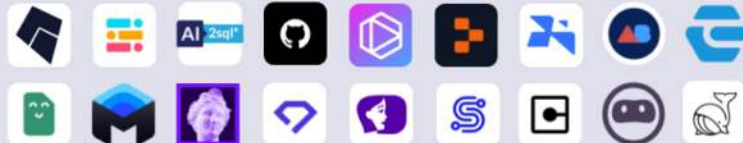
Marketing & Sales Copy



Text Optimization



Coding & Web Development

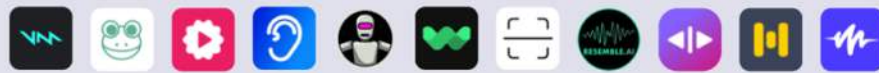


Musical Creativity

Sound & Music Generation

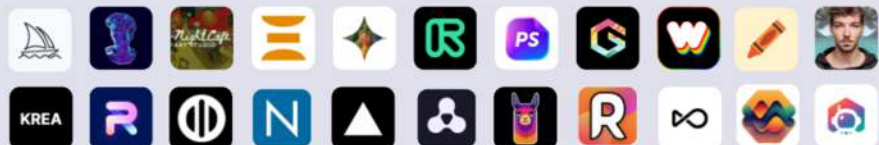


Voice Synthesis



Visual & Artistic Creativity

Image Generation



Video Generation



Design

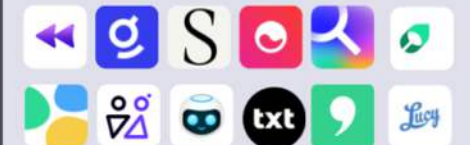


Scientific Creativity



Other

Knowledge Management & Search



Customer Support & Automation



Characters



Gaming



Erotica



Market Intelligence

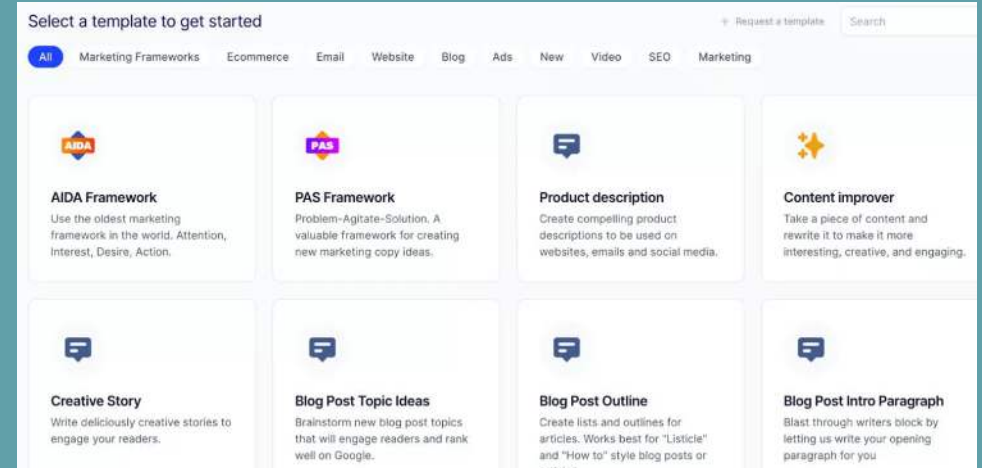


futurepedia.io
AI marketing tools



Linguistic creativity

- General-purpose writing assistants: [Jasper](#), [Lex](#), [Rytr](#)
- [lex.page/](#) better titles
- [Lavender](#) sales emails
- [Surfer](#) SEO-optimized blog posts
- [Copy.ai](#) high-conversion marketing copy for your website
- [Nyle](#) product descriptions as scale



Visual and artistic creativity

- Demo: Canva.com text to image
- NightCafe <https://creator.nightcafe.studio/create/text-to-image>
- Dream app by Wombo <https://www.wombo.art>
- DALL-E by OpenAI; speeltuin <https://www.craiyon.com>
- Midjourney; examples <https://www.midjourney.com/showcase/> ; playground <https://dreamlike.art>
- Stable Diffusion <https://stability.ai> ; examples <https://lexica.art/> ; playground DreamStudio Lite <https://beta.dreamstudio.ai/dream>
- <https://create.microsoft.com/>

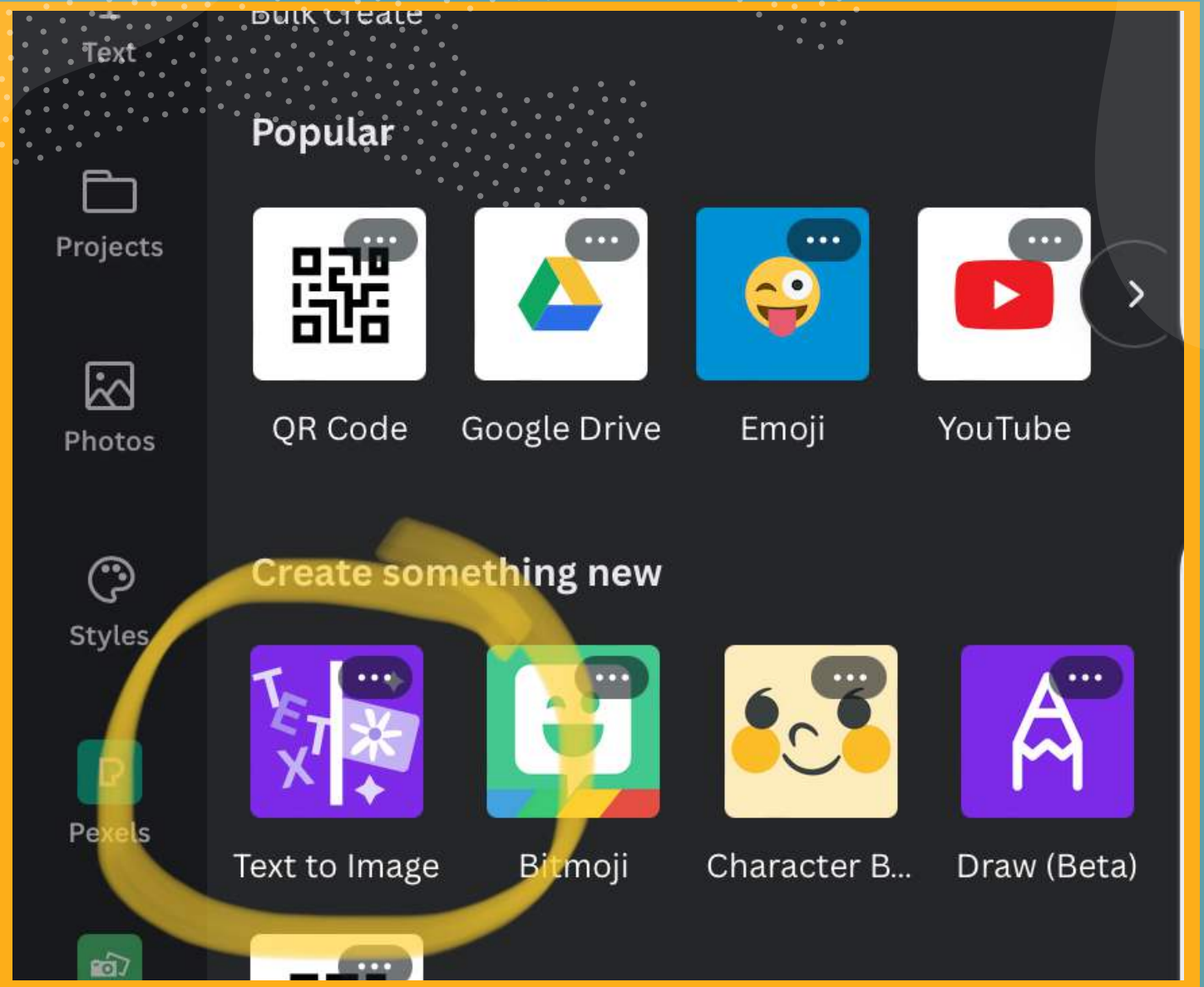




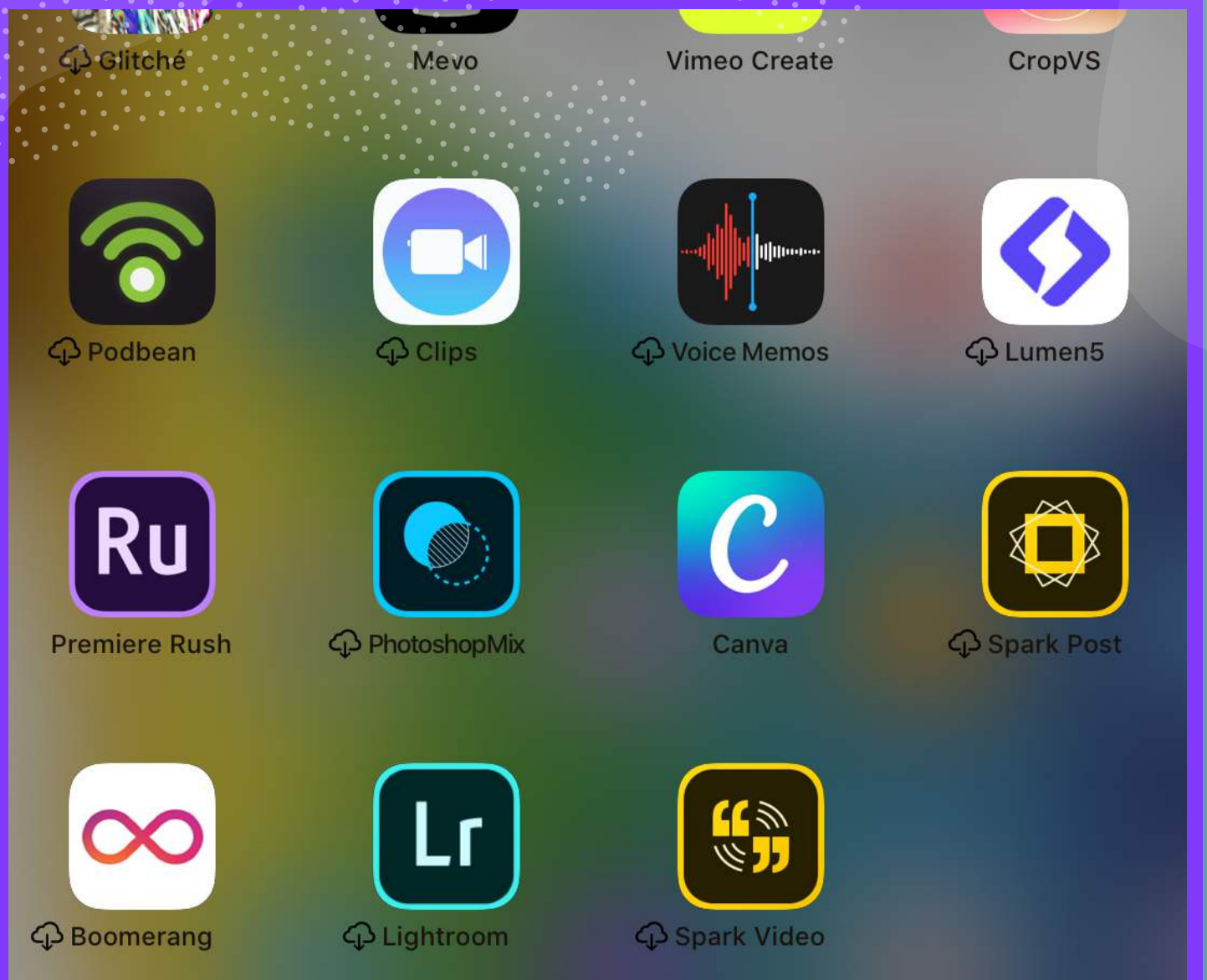
Design Tools

- [canva.com](https://www.canva.com)
- create.vista.com (marketing templates, logos, posters)
- Adobe Creative Suite (InDesign, Illustrator, Photoshop)

Canva text to image



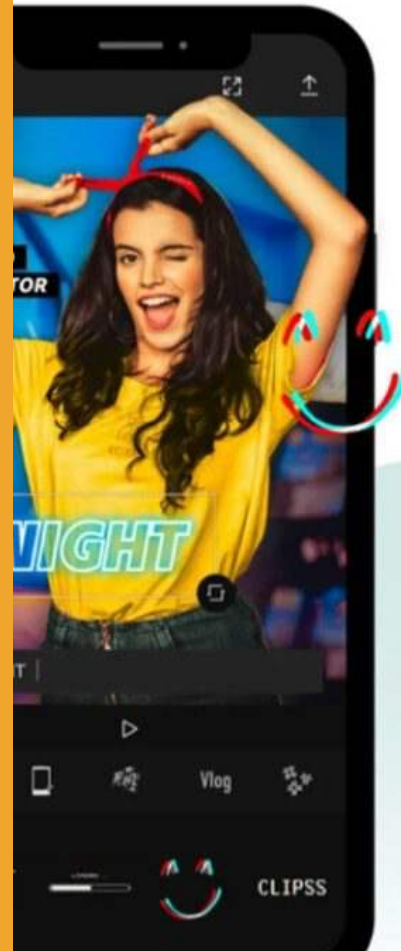
Tip:
Content creation
can now happen
from a
smartphone/tablet,
with apps



Example: Capcut [demo]

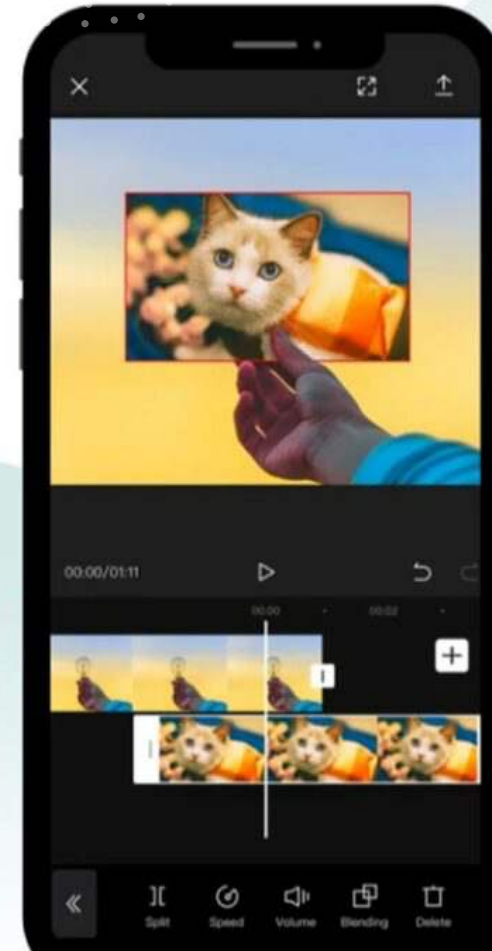
STICKERS AND TEXT

ADDING STICKERS AND FONTS LET YOU FULLY EXPRESS YOUR VIDEOS

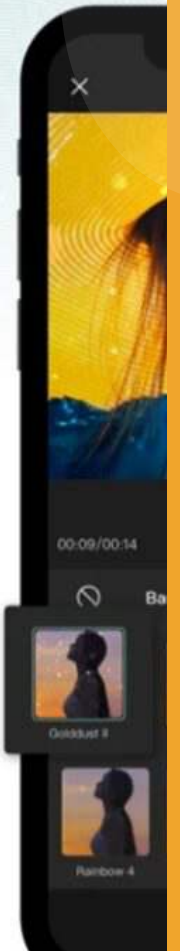


EASY TO USE

CUT REVERSE AND CHANGE SPEED GETTING IT JUST RIGHT IS EASIER THAN EVER



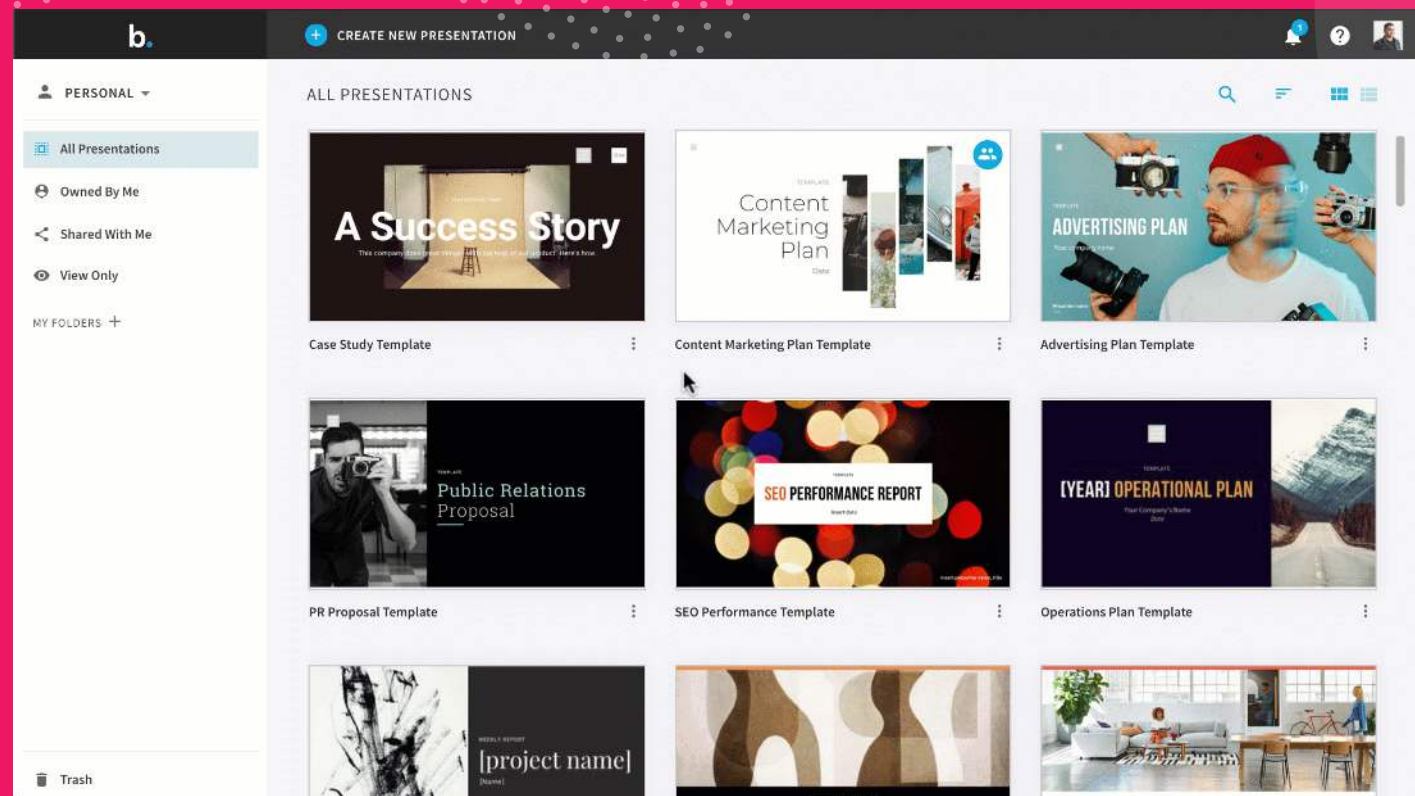
GET



New: genial.ly
for interactive
content
[demo]



New: beautiful.ai presentation slides [demo]



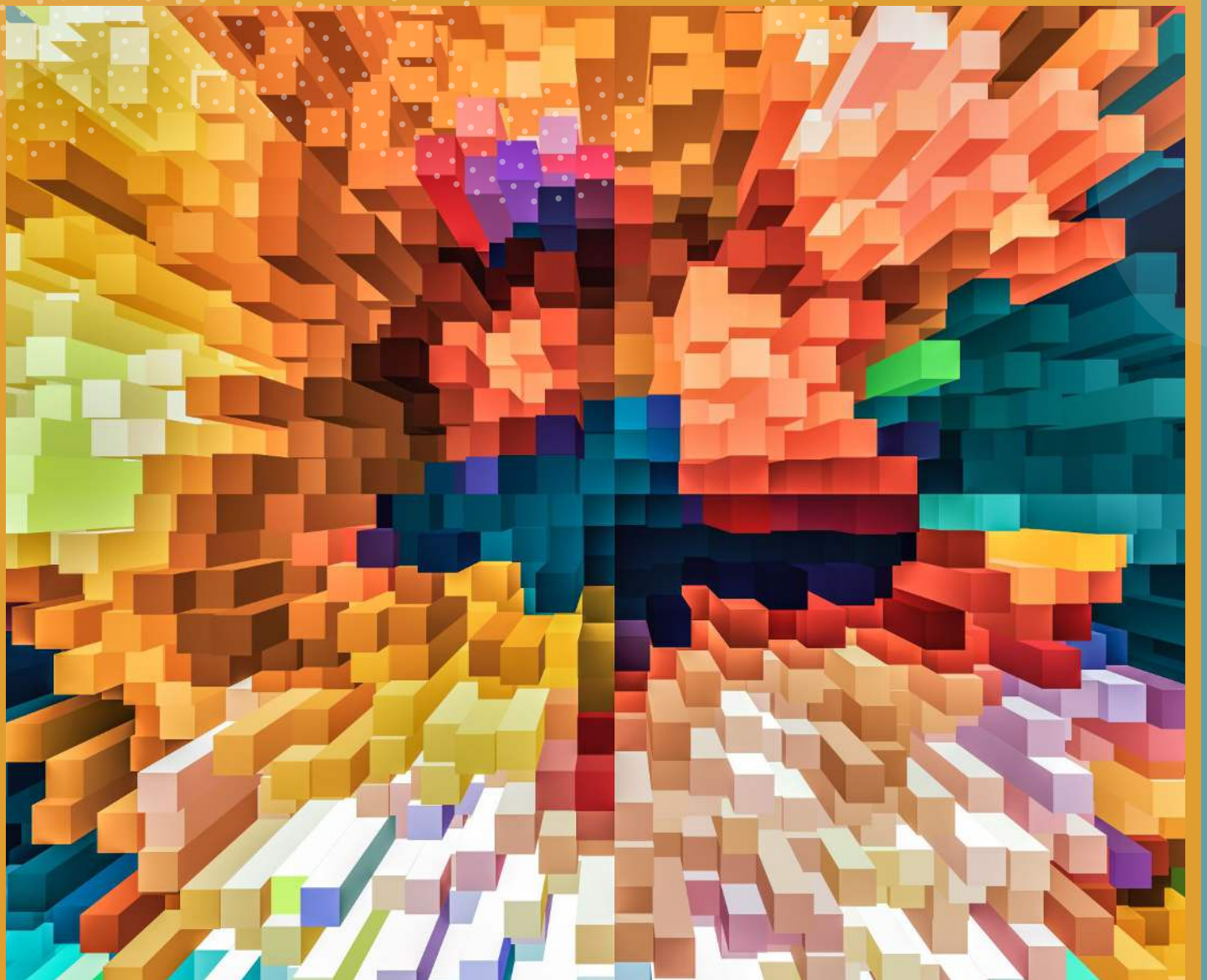
Post Scheduling

- kontentino.com/linkedin-planning-management-tool
- blog.loomly.com/linkedin-videos-mention-company-pages/
- hootsuite.com/linkedin
- Sprout Social



Animation Creation Tools

- biteable.com
- Boomerang
- moovly.com
- Animaker
- Blender
- K-3D
- OpenToonz
- Pencil2D Animation
- Plastic Animation Paper
- Powtoon
- Stykz



Video creation tools

- lumen5.com
- Lightworks
- VideoPad
- HitFilm Express
- [DaVinciResolve](https://www.blackmagicdesign.com/products/davinciresolve/)
- VSDC Free Video Editor
- OpenShot
- Shotcut
- Blender
- Movie Maker 10
- **iMovie**
- **Magisto**
- WeVideo
- [kapwing.com/subtitles](https://www.kapwing.com/subtitles)



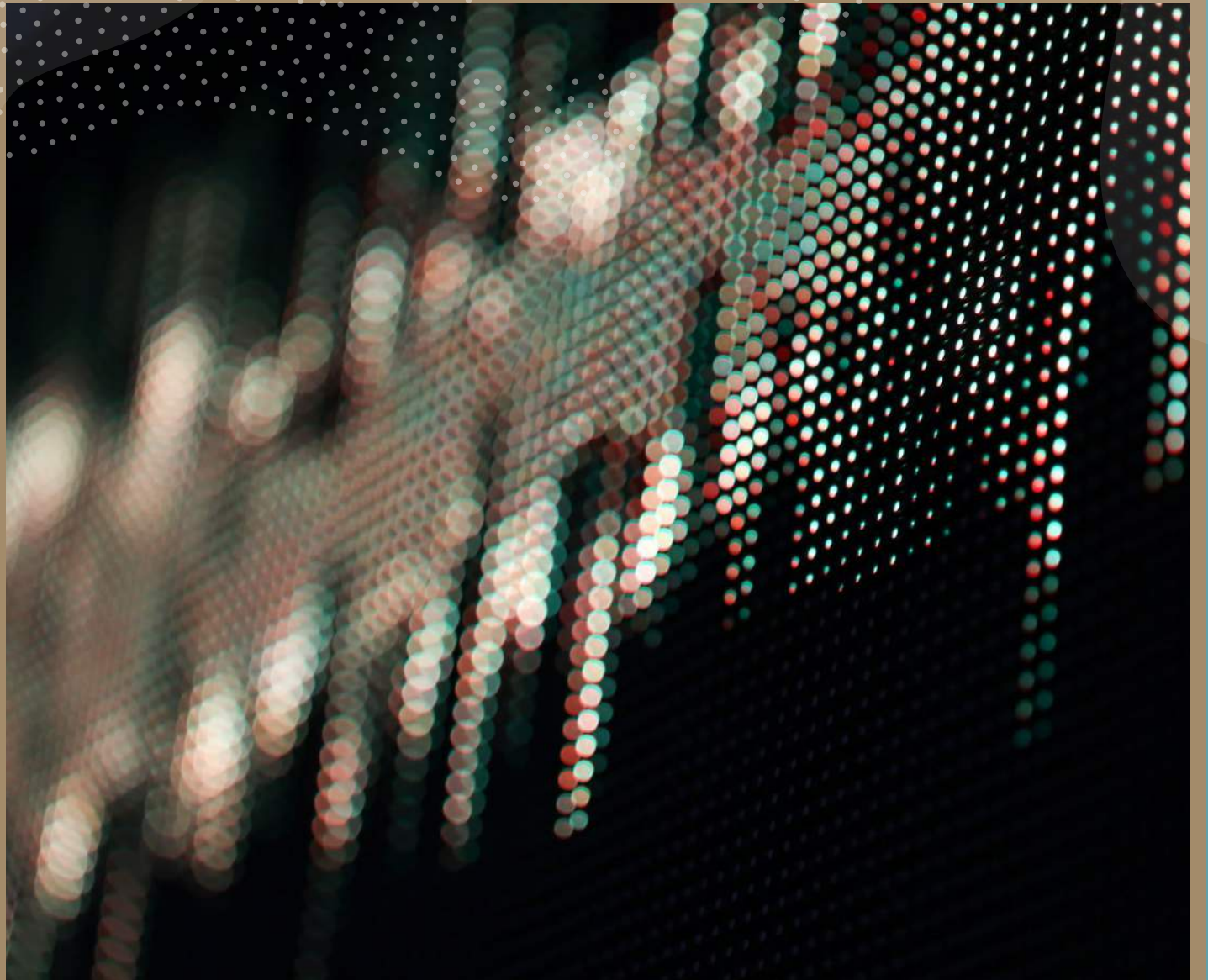
More AI tools that help create videos

- runwayml.com is a content creation suite with Magical AI tools, realtime collaboration, precision editing
- vidyo.ai make short videos from long ones instantly
- Meta's [Make-A-Video](https://www.meta.com/makeavideo), a text-to-video tool that combines the motion of two images.
- [Synthesia](https://www.synthesia.io) uses life-like human presenters. Users can replace their own voiceover with AI-generated voice from 65 languages and accents.
- [Elai.ai](https://elai.ai) turns your blog post into video content in 3 clicks.
- [SteveAI](https://steveai.com) turns text into animations.
- [Movio](https://www.movio.ai) generates talking avatars that lip-sync with the content you enter in 20 languages.



Video to text transcription services

- otter.ai A simple, helpful tool to convert speech to text from audio recordings, Zoom meetings recordings, and more.
- ai-media.tv a time-saving, affordable AI transcription service.
- [Rev.com](https://rev.com) transcription service
- YouTube video transcript
- Google Docs app speech to text feature



Audio Creation Tools

- Audacity
- Adobe Audition
- GarageBand
- FL Studio
- Descript
- Generative AI:
huggingface.co/spaces/fffiloni/img-to-music
- Podcasts: Anchor (now
<https://podcasters.spotify.com>)

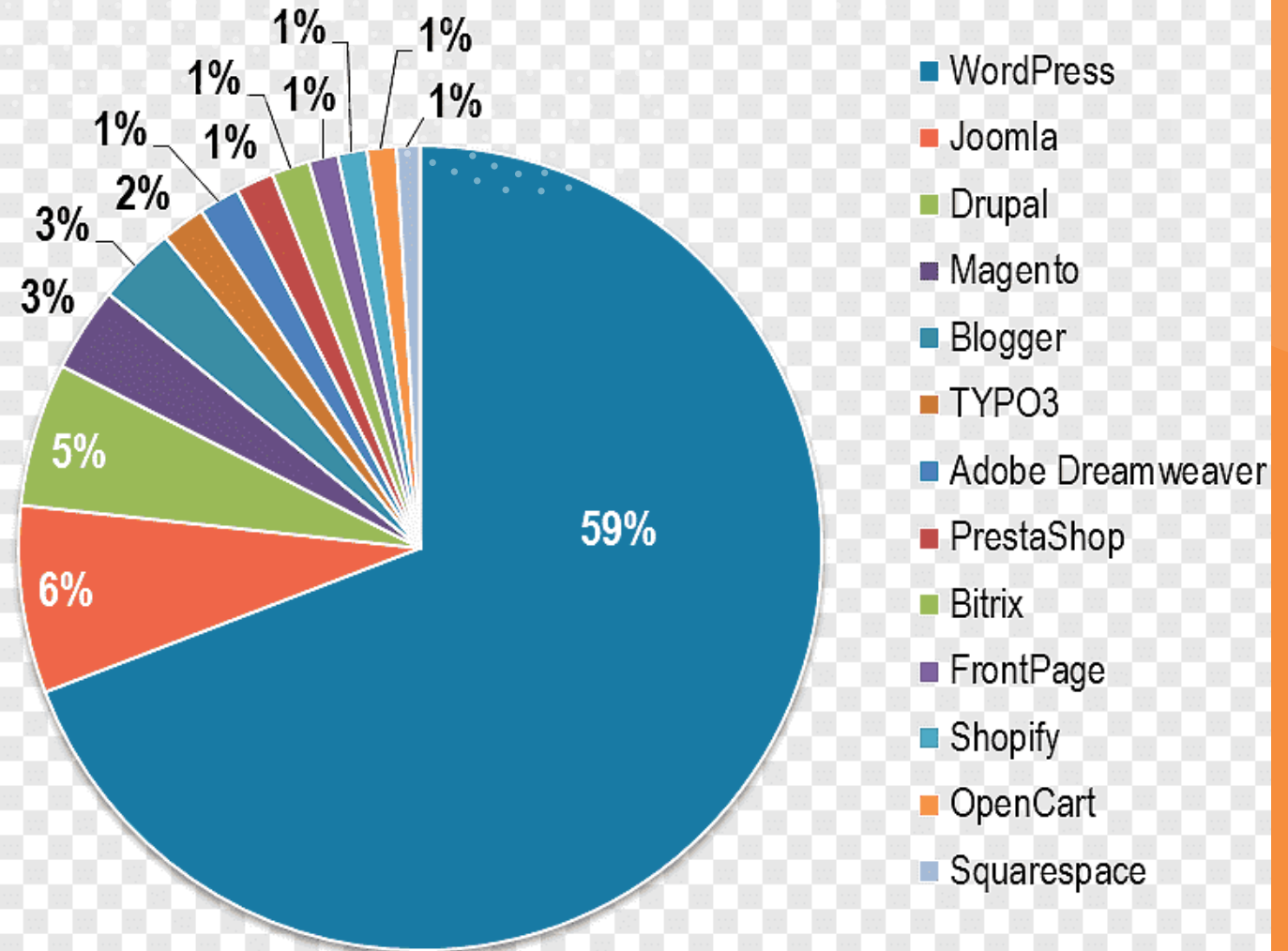


Publishing



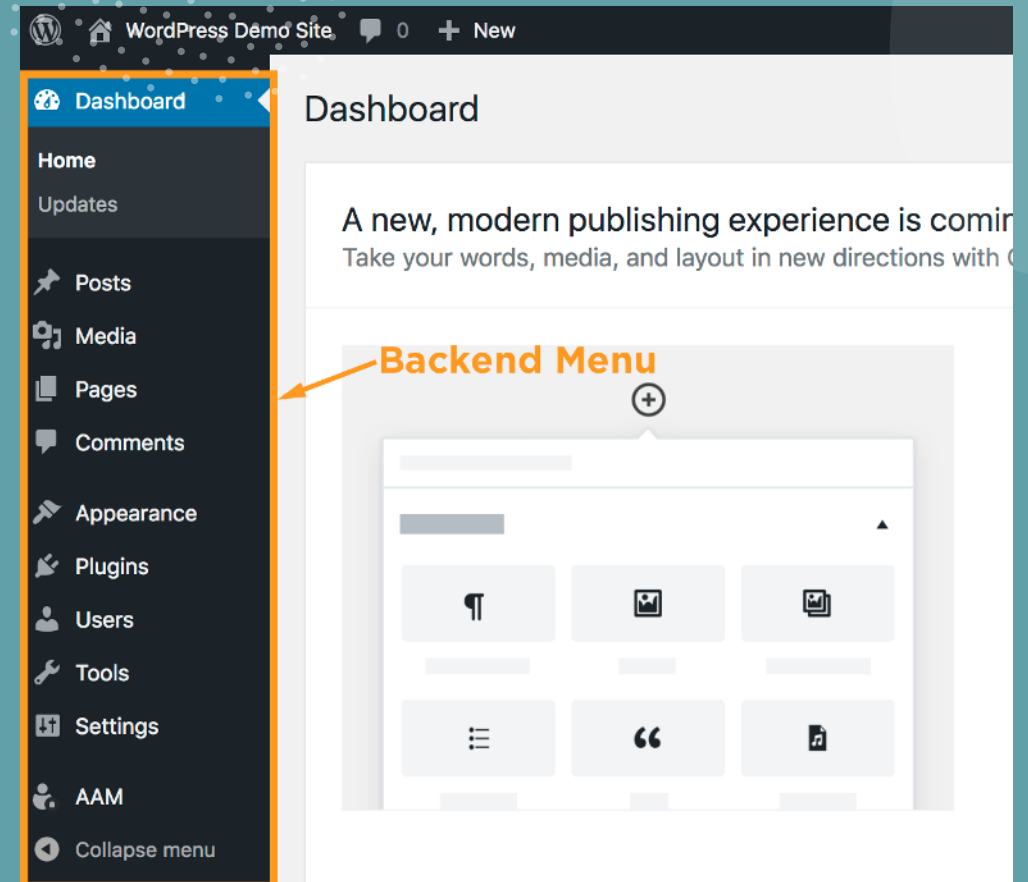
Popular CMS platforms

- Wordpress & Wordpress.com
- Joomla
- Drupal
- Woocommerce
- Wix
- Shopify
- Magento
- Blogger



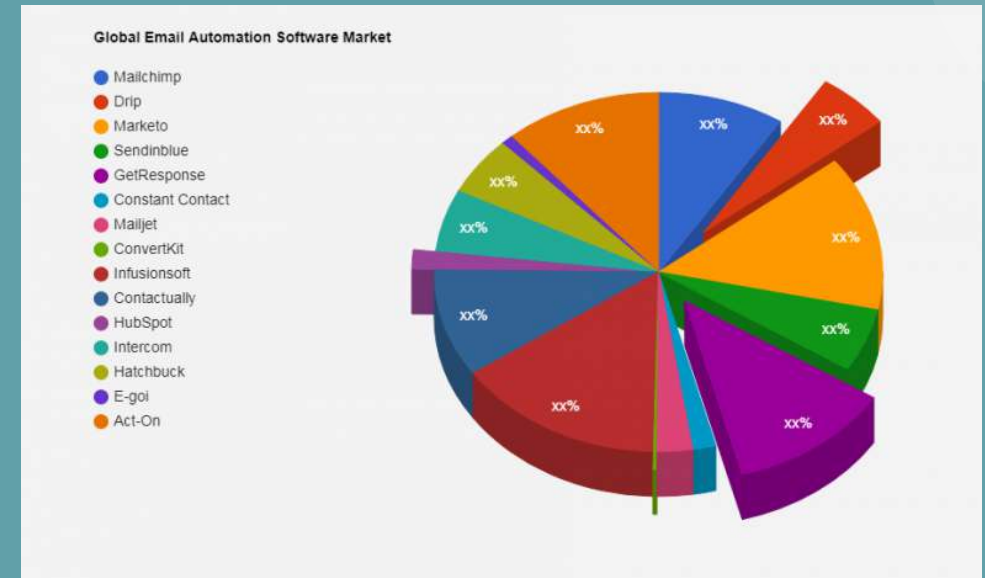
Source : W3techs

Demo: Wordpress backend



Popular email marketing platforms

- Mailchimp
 - Hubspot
 - Marketo
-
- [Substack](#) is an email newsletter platform for independent writing — some of the best writers on the internet choose Substack as their platform of choice, especially if being able to charge for subscriptions is a priority.



- Recently acquired by Twitter, Revue is an email platform to watch. I like their newsletter, where they share tips on email marketing and creator stories.
- **Tip:** Use Revue's one-click subscribe to turn profile views into subscribers.
- **Why:** Revue gives people/brands the ability to add a one-click option to subscribe to someone's newsletter. By adding this to your profile, you're able to minimize steps and friction and convert profile viewers into subscribers.
- **How:** Add the one-click subscription option to your profile through Revue. By using Zapier, you can send people who subscribe via Revue to your own email service provider and into your email automations.

← Clo Willaerts  41.7K Tweets



Edit profile

Clo Willaerts 
@bnox

Program Manager @DigitalBizz_BE @KdGhogeschool. Girl geek, keynote speaker and tech optimist. Author of hand book "Video Marketing like a PRO" @lannoocampus.

📍 Mechelen, Belgium 🌐 kdg.be/digital-busine... 🎂 Born May 11, 1970
📅 Joined April 2007

10.6K Following 28K Followers

Newsletter



Chaos & Amazement ✨
Weekly newsletter about the impact of digital technology on our daily lives.

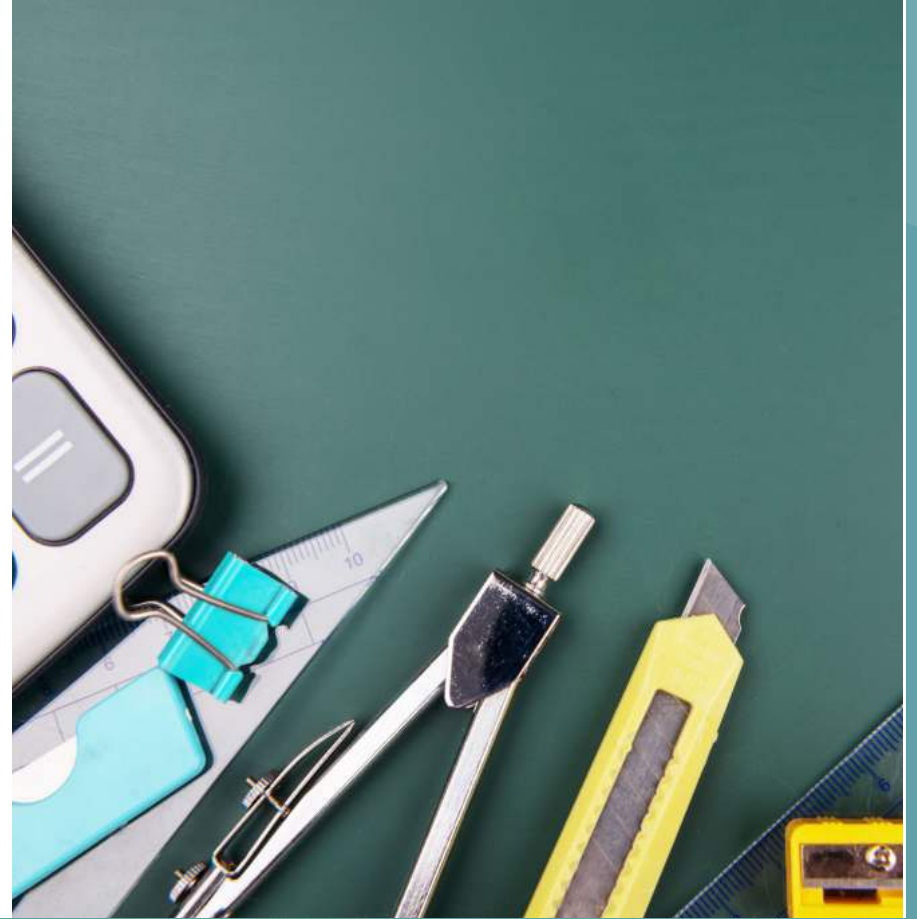
Subscribe

Tweets Tweets & replies Media Likes

 **Clo Willaerts**  @bnox · 17h ...
As the universe of CoComelon expands, the merchandising possibilities are endless.

Infographic creation tools

- Canva
- Venngage
- Piktochart
- easel.ly
- Visme
- Infogram
- Vizualize.me
- Snappa
- Google Chart
- MS PowerPoint

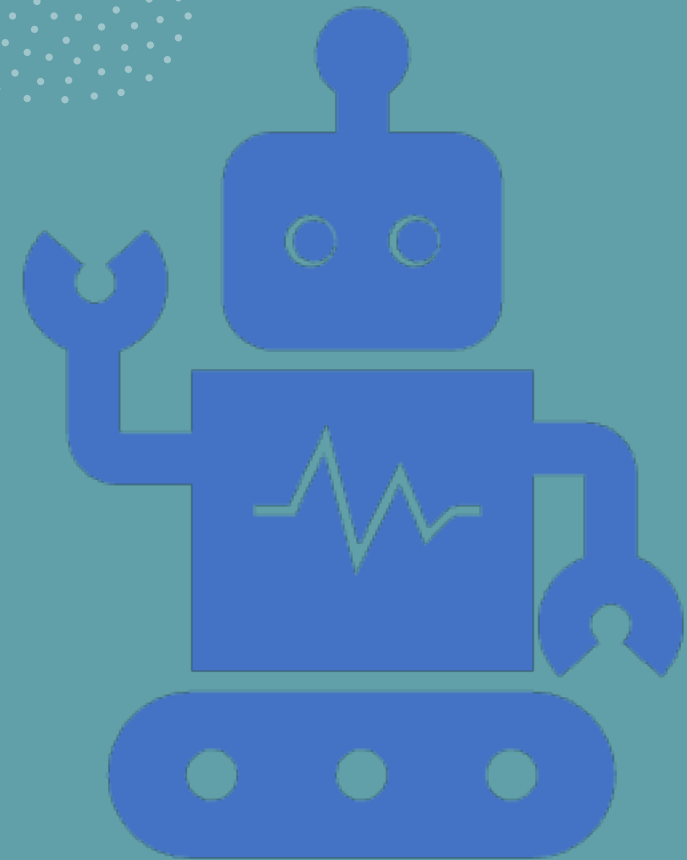


Convertkit

- [ConvertKit](#) is an email marketing service that focuses on creators. The design is fresh and fun and they've got an impressive amount of resources on their website, like [how-to guides](#) and [creator stories](#).



Automation



Alfred
[demo]

	CAMPAIGN	DATE	TIME
denk dat ik je naam nog (her)ken uit een ver vervlo...	2nd degree (2)	October 3rd 2022	3:09 pm
lees het te laat. Misschien een volgende keer, want ...	220908 Editie 13	October 1st 2022	10:29 pm
	220908 Editie 13	September 23rd 2022	7:17 am
o!	220617 Editie 13	September 20th 2022	7:43 am
Bedankt voor de vermelding op LinkedIn van onze P...	220617 Editie 13	September 16th 2022	11:57 am
edankt voor uw berichtje! Weer een nieuwe top richt...	220908 Editie 13	September 14th 2022	1:47 pm
professor, how about you? Aha I was wondring weat...	220908 Editie 13	September 13th 2022	8:19 am
rvaring zit voor 80% in Pharma, daarnaast ben ik al v...	220908 Editie 13	September 12th 2022	1:42 pm
mee. Bedankt!	220908 Editie 13	September 12th 2022	1:34 pm
y for the late reply, ik ben een viertal jaren geleden ...	220908 Editie 13	September 12th 2022	8:55 am

- [Zapier](#) describes its product as “easy automation for busy people.” It’s a super simple service that connects the apps you’re already using.
- [Trello](#) is a project management powerhouse. Use a simple version to organize your own campaigns or writing ideas, or dive into their automations, integrations, and collaboration tools for your team.



Optimizing



Optimization tool: Website Grader

- In 2008, HubSpot created a “Website Grader” tool that took your website through a series of tests and graded your site based on the site’s SEO, speed, and mobile-friendliness.

The image shows the HubSpot Website Grader tool interface. It has a dark blue background with a decorative graphic of overlapping orange, blue, and red circles on the left. In the top right corner, there is a language selector showing a globe icon and the text "English". The main heading is "HubSpot TOOLS" followed by "Website Grader" in a large, bold font. Below this, a subtext reads "Grade your website in seconds. Then learn how to improve it for free." There are two input fields: "Website" and "Email", each with a light blue border and a small blue icon on the right. At the bottom, a small paragraph states: "We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#)."

gtmetrix.com

How fast does your website load? Find out with GTmetrix

See how your site performs, reveal why it's slow and discover optimization opportunities.

[Test your site](#)

Analysis Options: Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection. [Log in to change options](#)


social-media- optimization

- Facebook
- YouTube
- Instagram
- LinkedIn
- Twitter
- TikTok
- Snapchat
- Pinterest

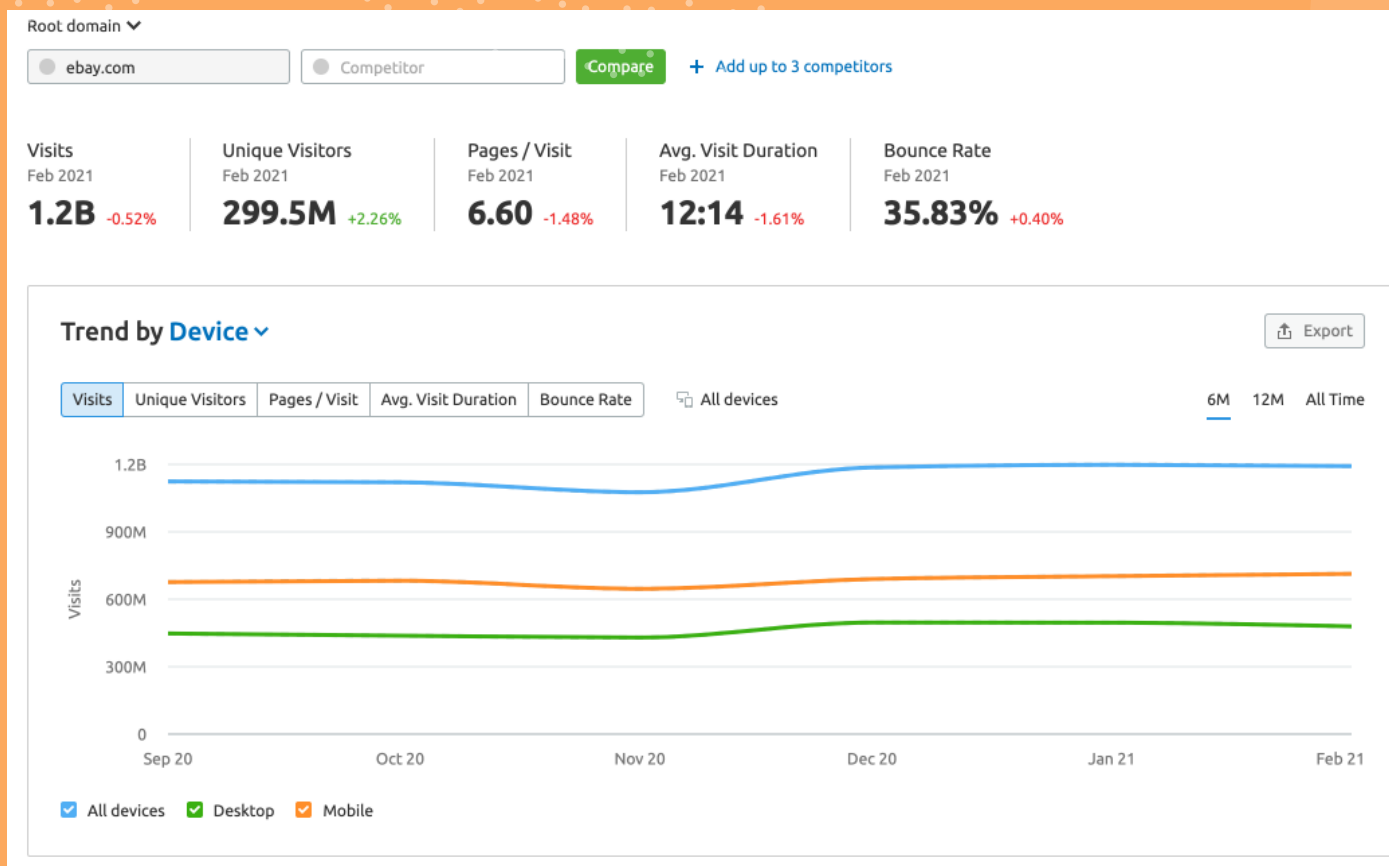


SEO tools

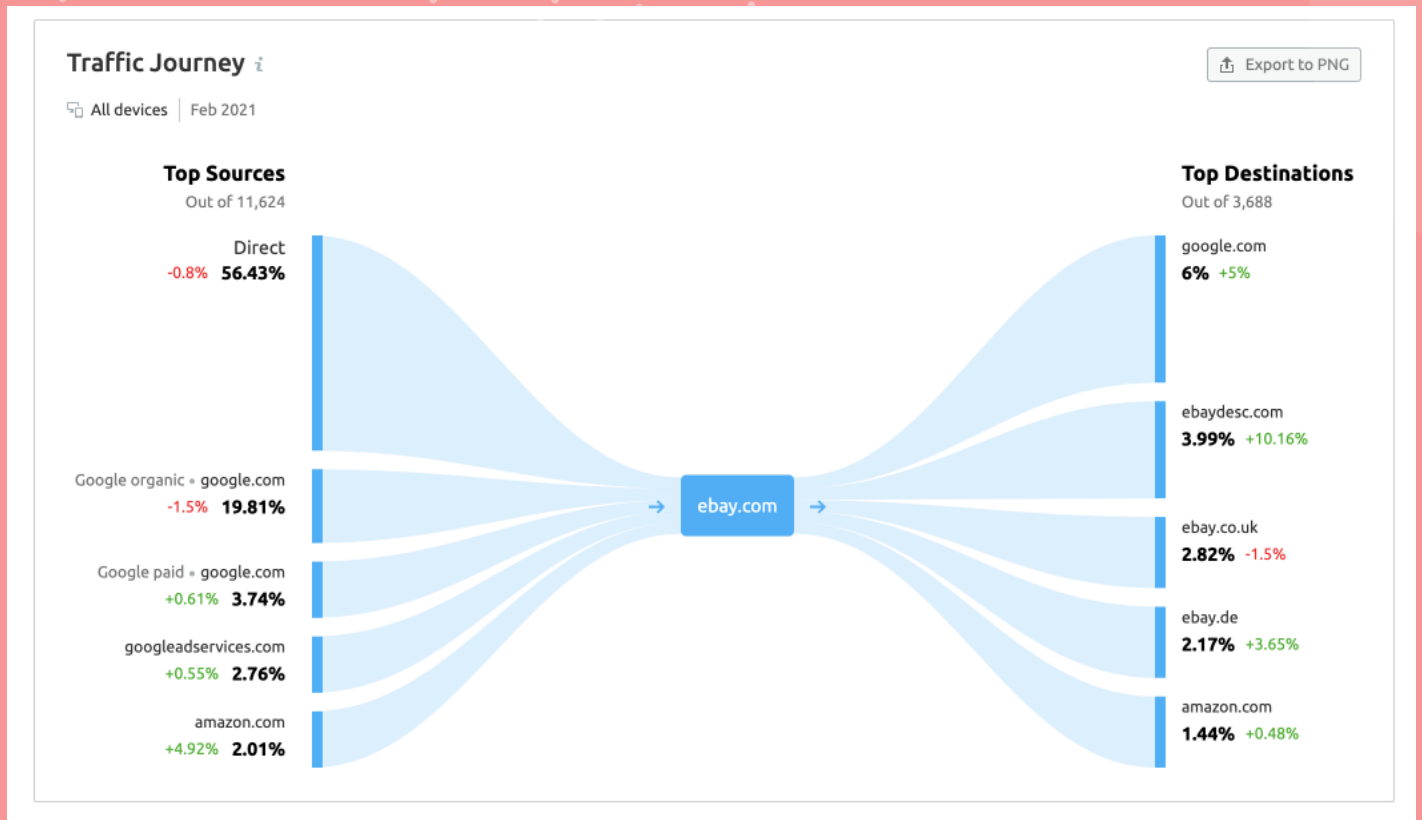
- Google Analytics, Keyword Planner, Search Console, Trends [[visualizer](#)]
- [answerthepublic.com](#) & UberSuggest
- Screaming Frog SEO spider
- Ahrefs Basic Account
- SEMRush Basic Account

- 
- [SEMrush](#) is one of the most powerful SEO tools around, promising “everything you need to dominate your niche online”. It provides help with SEO, content marketing, competitor research, PPC, and more
 - [Ubersuggest](#) can tell you how many searches a keyword phrase is getting per month, how difficult it would be to rank for a phrase, and which websites are already ranking for that keyword.

Insights from Traffic Analysis (SEMrush)



Insights from Traffic Analysis (SEMrush)



Insights from Traffic Analysis (SEMrush)

Traffic Journey Details ⓘ				
📱 All devices Feb 2021				
Traffic Sources 11,624 Destination Sites 3,688				
All Sources 11,624 Referring Sites 11,242 Search Engine 325 Social Network 56 📄 Export to CSV				
Source Domain	Source Type	Traffic Share 📊	Traffic 📊	Changes 📊
ebay.com ⓘ	Direct	<div><div></div></div> 56.43%	672,727,133	-0.8%
google.com ⓘ • Google organic	Search Engine	<div><div></div></div> 19.81%	236,150,566	-1.5%
google.com ⓘ • Google paid	Search Engine	<div><div></div></div> 3.74%	44,572,439	+0.61%
googleadservices.com ⓘ	Referring Site	<div><div></div></div> 2.76%	32,892,851	+0.55%

Insights from Traffic Analysis (SEMrush)

Traffic Analytics: ebay.com

Company Info

Pitch mode

Historical data: February 2021

Location: All Regions

Devices: Desktop

Estimated accuracy:

Overview

Audience Insights

Traffic Journey

Top Pages

Geo Distribution

Subdomains

Bulk Analysis

Top Pages 1–10 (10)

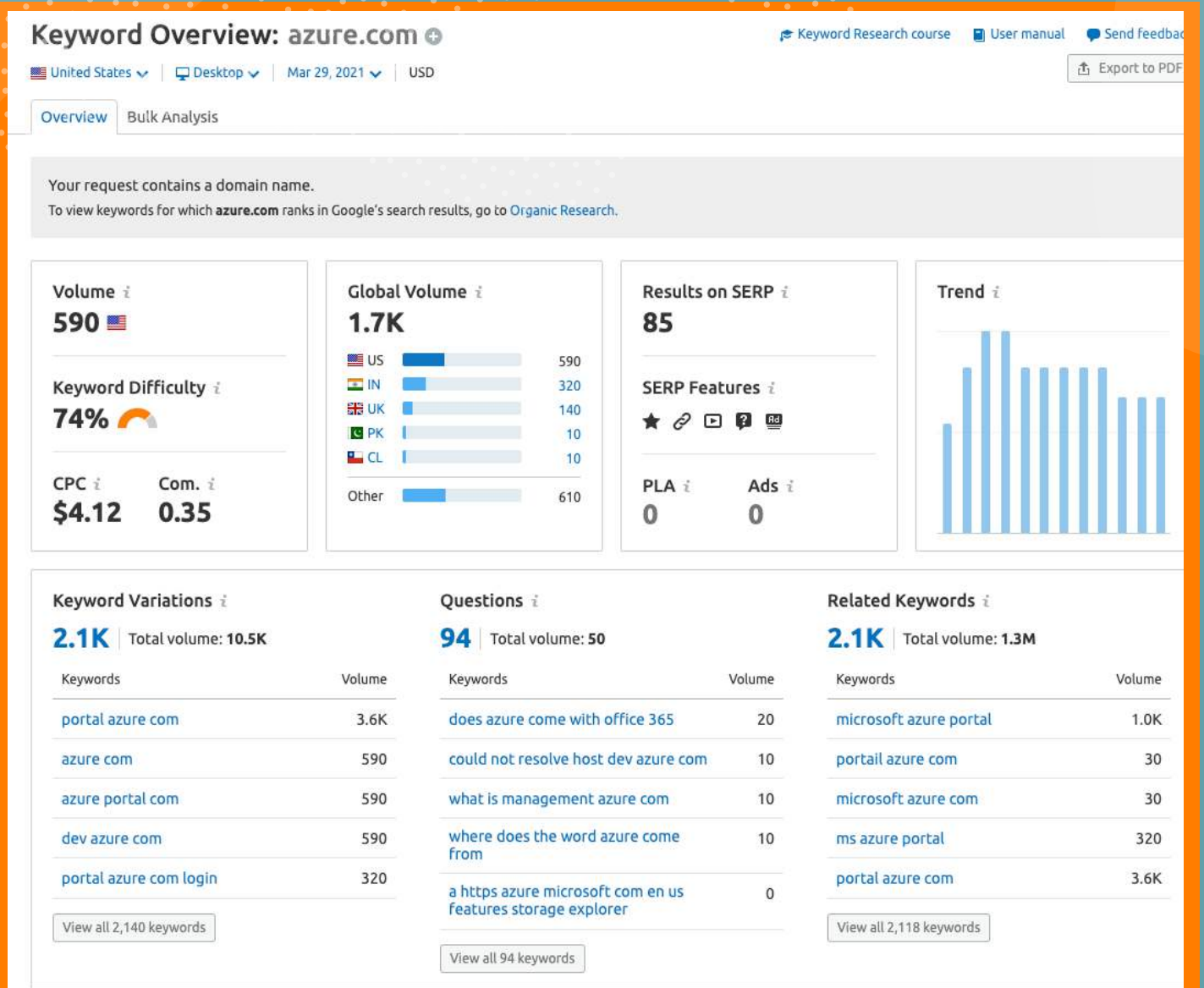
Filter by page

Table settings 9/9

Export to CSV

	No.	Page	Unique Pagevie...	Unique Visitors	Entrance Sources			
					Total	Direct	Search	Social
>	1	ebay.com/sch/i.html	186.9M	45.5M	39.4M	31.2M	3.2M	577K
>	2	ebay.com	171M	38.7M	136.9M	115.1M	18.3M	437K
>	3	signin.ebay.com/ws/ebayisapi.dll	45M	19.7M	9.2M	8.3M	137.1K	8K
>	4	ebay.com/myb/summary	46.8M	11.5M	12.4M	11.6M	338.9K	12.4K
>	5	pay.ebay.com/rxo	25.6M	11.3M	2.2M	1.4M	104.7K	3.3K
>	6	ebay.com/myb/purchasehistory	42.1M	10.4M	6.8M	6.7M	61.4K	2.1K
>	7	ebay.com/vod/fetchorderdetails	20.9M	8.7M	4.5M	4.2M	35.2K	0
>	8	mesg.ebay.com/mesgweb/... messages/0	20.4M	6.9M	1.6M	1.5M	39.5K	0

Keyword research (SEMrush)



Keyword research (SEMrush)

Keyword Magic Tool: azure.com View search history

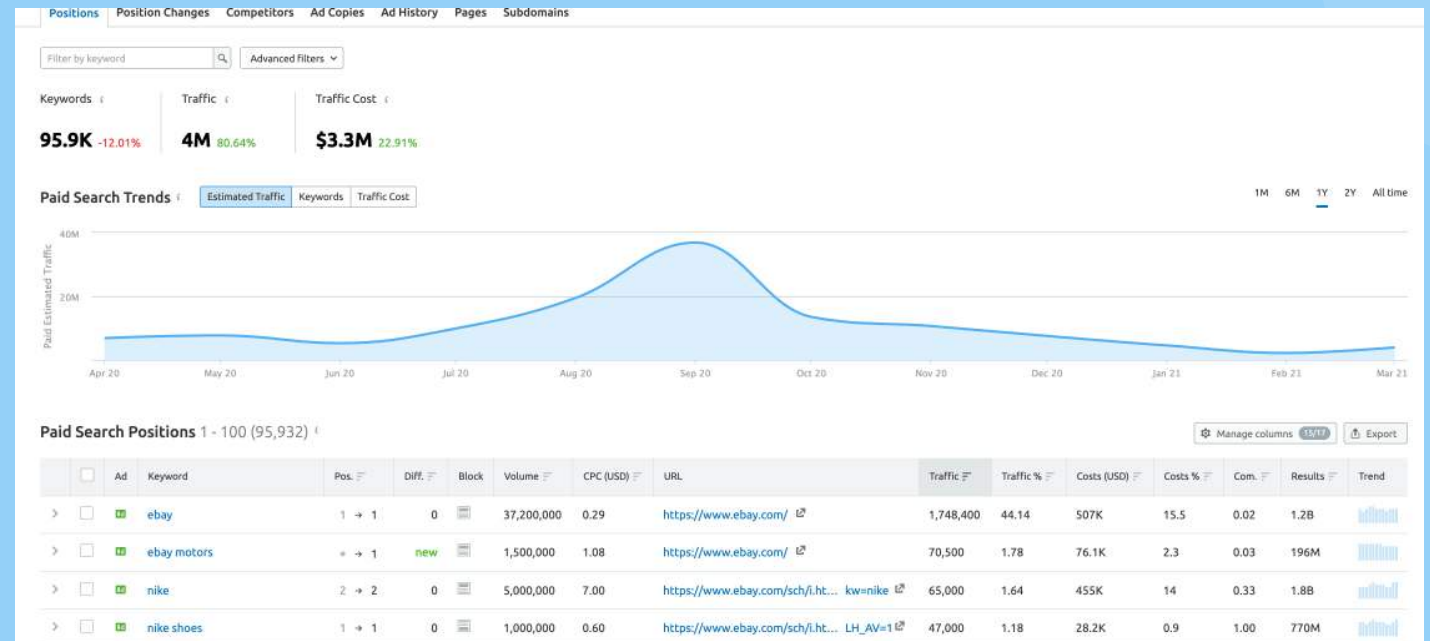
Database: United States | Currency: USD

Filters: All Questions Broad Match Phrase Match Exact Match Related
Volume KD % CPC Include keywords Exclude keywords Advanced filters

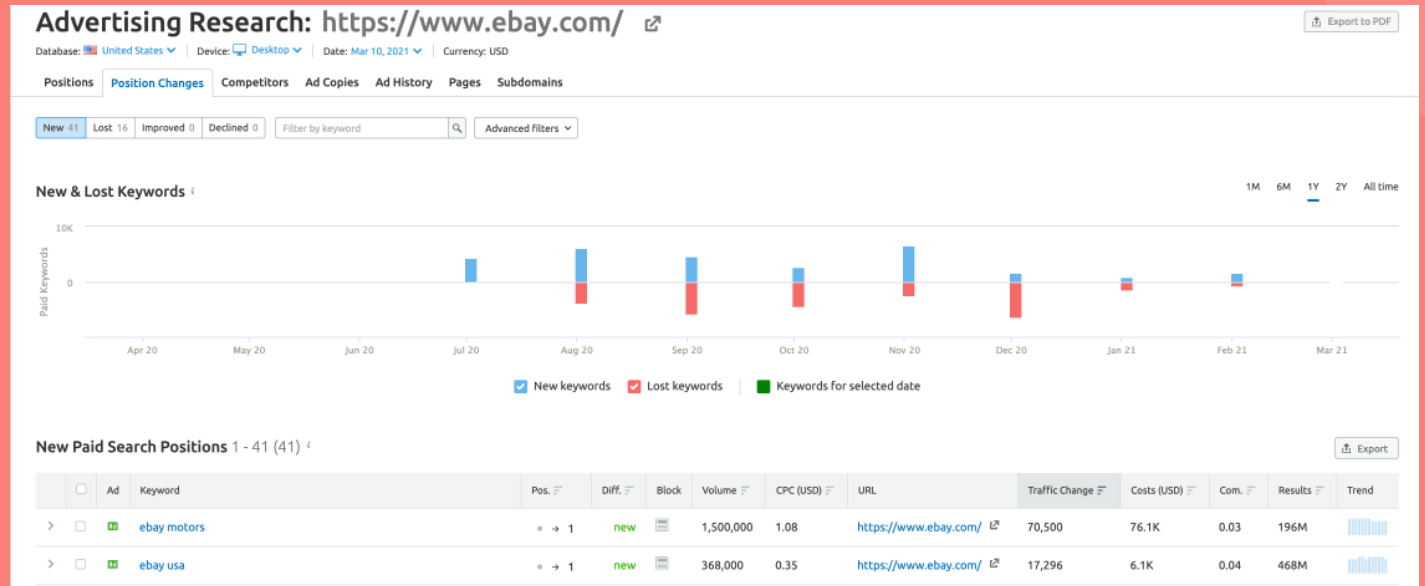
By number By volume All keywords: 94 Total volume: 50 Average KD: 0.00% + To Keyword Manager Export

All keywords	94	Keyword	Volume	Trend	KD %	CPC \$	Com.	SERP Featu...	Results
> lane	16	<input type="checkbox"/> does azure come with office 365	20		n/a	0.00	0.04	n/a	n/a
> site	11	<input type="checkbox"/> could not resolve host dev azure com	10		n/a	14.17	0.08	n/a	n/a
> microsoft	10	<input type="checkbox"/> what is management azure com	10		n/a	0.00	0.18	n/a	n/a
> dev	9	<input type="checkbox"/> where does the word azure come from	10		n/a	0.00	0.00	n/a	n/a
> back	8	<input type="checkbox"/> a https azure microsoft com en us features storage explorer	0		n/a	0.00	0.00	n/a	n/a
> ad	7	<input type="checkbox"/> a https azure.microsoft.com en-us features storage-explorer	0		n/a	0.00	0.00	n/a	n/a
> 365	6								
> will	6								
> office	5								
> use	5								

Ad campaign information (SEMrush)



Ad campaign information (SEMrush)



Ad campaign information (SEMrush)

Dashboard > Domain Analytics > Advertising Research			
This domain has ad campaigns in Display Advertising — Media Ads: 16543, HTML Ads: 4935, Text Ads: 146030			
Advertising Research: https://www.ebay.com/			
Database: United States Device: Desktop Date: February 2021 Currency: USD			
Positions	Position Changes	Competitors	Ad Copies
Filter by product title <input type="text"/> Advanced Filters <input type="button" value="v"/>			
Ad Copies 1 - 100 (107,612) <input type="button" value="f"/>			
Sort by: Number of keywords - descending <input type="button" value="v"/> <input type="button" value="Export"/>			
<div>Seriously, We Have Everything - Find Top Products On eBay <input type="button" value="e"/></div> <div> www.ebay.com/</div> <div>Over 80% New & Buy It Now; This Is The New eBay. Find Great Deals Now.</div> <div>Keywords: 14 <input type="button" value="v"/></div>	<div>Money Back Guarantee - Find Top Products On eBay <input type="button" value="e"/></div> <div> www.ebay.com/</div> <div>Over 80% New & Buy It Now; This Is The New eBay. Find Great Deals Now.</div> <div>Keywords: 11 <input type="button" value="v"/></div>	<div>eBay Official Site - Money Back Guarantee <input type="button" value="e"/></div> <div> www.ebay.com/</div> <div>Over 80% New & Buy It Now; This Is The New eBay. Find Great Deals Now.</div> <div>Keywords: 11 <input type="button" value="v"/></div>	<div>20% Off Presidents Day Sale - Presidents Day Sale <input type="button" value="e"/></div> <div> ebay.com/</div> <div>Extra Savings on Refurbished iRobot Roomba. Shop Certified Refurbished this Presidents Day. Shop Refurbished iRobot Roomba on eBay. Two-Year Warranty. Shop with Confidence.</div> <div>Keywords: 6 <input type="button" value="v"/></div>
<div>20% Off Presidents Day Sale - Presidents Day Sale <input type="button" value="e"/></div> <div> https://www.ebay.com/</div> <div>Extra Savings on Refurbished Shark Rocket. Shop Certified Refurbished this Presidents Day. Shop Refurbished Shark Rocket on eBay. Two-Year Warranty. Shop with Confidence.</div> <div>Keywords: 6 <input type="button" value="v"/></div>	<div>20% Off Presidents Day Sale - Presidents Day Sale <input type="button" value="e"/></div> <div> www.ebay.com/</div> <div>Extra Savings on Refurbished Shark Vacuum Cleaners. Shop Certified Refurbished this Presidents Day. Shop Refurbished Shark Vacuum Cleaners on eBay. Two-Year Warranty...</div> <div>Keywords: 5 <input type="button" value="v"/></div>	<div>Certified Refurbished on eBay - JBL Charge 3 Refurbished on eBay <input type="button" value="e"/></div> <div> www.ebay.com/</div> <div>Extra Savings on JBL Charge 3 Refurbished. Shop Certified Refurbished this Presidents Day. Shop JBL Charge 3 Refurbished on eBay. Two-Year Warranty. Shop with Confidence.</div> <div>Keywords: 4 <input type="button" value="v"/></div>	<div>JBL Charge 3 Refurbished on eBay - Certified Refurbished on eBay <input type="button" value="e"/></div> <div> www.ebay.com/</div> <div>Extra Savings on JBL Charge 3 Refurbished. Shop Certified Refurbished this Presidents Day. Shop JBL Charge 3 Refurbished on eBay. Two-Year Warranty. Shop with Confidence.</div> <div>Keywords: 4 <input type="button" value="v"/></div>
<div>20% Off Presidents Day Sale - 2nd Hand KitchenAid Mixer <input type="button" value="e"/></div> <div></div> <div></div> <div></div>	<div>eBay Official Site - Money Back Guarantee <input type="button" value="e"/></div> <div></div> <div></div> <div></div>	<div>20% Off Presidents Day Sale - Presidents Day Sale <input type="button" value="e"/></div> <div></div> <div></div> <div></div>	<div>Refurbished iRobot on eBay - Certified Refurbished on eBay <input type="button" value="e"/></div> <div></div> <div></div> <div></div>

Which tool is missing?

